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| Ourtree LLC. Affiliate Marketing  Ourtree Ethos |  |

**Preface**

At its heart, OURTREE LLC is more than a business; it is a movement built on the principles of collaboration, innovation, and community empowerment. Founded with the vision of fostering genuine connections and creating meaningful opportunities, OURTREE LLC reflects a commitment to grassroots engagement and sustainable growth.

Our ethos is rooted in the belief that real change begins at the local level. By investing in communities, supporting small businesses, and building partnerships that prioritize mutual success, we aim to inspire a ripple effect of positive transformation. OURTREE LLC embodies the spirit of ingenuity, leveraging the unique strengths of individuals and groups to drive success while honoring the values of trust, transparency, and inclusivity.

This document outlines the frameworks, strategies, and partnerships that form the foundation of OURTREE LLC. From empowering small businesses through affiliate programs to creating opportunities for individuals to engage meaningfully with their work and communities, OURTREE LLC thrives on the principle of shared success. Every initiative is designed to uplift not only our partners but the broader communities we serve, ensuring long-term benefits for all stakeholders.

We understand that sustainable impact requires collaboration, adaptability, and a dedication to continuous improvement. That is why we have built a model that values people over profits, innovation over stagnation, and the power of collective effort over individual gain. By focusing on grassroots engagement and the empowerment of local businesses, OURTREE LLC creates a path for sustainable growth that uplifts and unites.

This preface serves as an invitation—to join us in our commitment to building a better future through collaboration, creativity, and shared purpose. As you explore this document, we encourage you to view it not just as a plan but as a promise: a promise to invest in people, to embrace community, and to redefine success in ways that benefit us all.

**Arturo Mitchell  
CEO and Founder  
OURTREE LLC.**

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# Affiliate Program Structure

How it works

**Key Participants**

1. **Affiliates:**
   * **Independent marketers or contractors who refer subcontractors and/or customers to OURTREE LLC.**
2. **Subcontractors:**
   * **Individuals or companies onboarded through affiliates to complete projects.**
3. **Customers:**
   * **Clients who book services or purchase products using coupon codes.**

**Coupon Code Design**

* **Format: AffiliateID-SubID-CustID (max 10 characters)**
  + **Affiliate ID: 3-character abbreviation of the affiliate’s name.**
  + **Subcontractor ID: 3-character abbreviation of the subcontractor’s name.**
  + **Customer ID: 4-character alphanumeric unique identifier for the customer or project.**
  + **Example: MLWJDO1234 (Affiliate: Mei Li Wu, Subcontractor: John Doe, Customer/Project: 1234).**

**Commission Structure**

1. **Affiliates:**
   * **Earn 6.56% of referral revenue from customer sales.**
   * **Earn 1% commission for every subcontractor onboarded.**
2. **Subcontractors:**
   * **Paid according to project agreements.**
3. **Bonus Incentives:**
   * **Affiliates generating over $50,000 in referrals annually earn a bonus rate of 7.5%.**
   * **Affiliates generating over $100,000 annually earn 8%.**

# 2. Market Segments and Potential Affiliates

## 1. Real Estate Agents

* **Target Affiliates: Residential and commercial real estate agents, brokers, and property management firms.**
* **Pitch:** 
  + **"Boost your property listings with OURTREE’s high-value, customized installations. Increase curb appeal and attract buyers faster. Join our affiliate program and earn 6.56% on all referrals."**
* **Tracking Code Example: REA-AgentName-Region** 
  + **E.g., for John Doe in Seattle: REA-JDoe-Seattle**

## 2. Subcontractors and Tradespeople

* **Target Affiliates: Independent contractors, framers, roofers, electricians, and construction subcontractors.**
* **Pitch:** 
  + **"Earn consistent income through OURTREE! Partner with us for steady work opportunities and residual income by referring new affiliates. Join today and let’s grow together."**
* **Tracking Code Example: SUB-ContractorName-Trade** 
  + **E.g., for a roofer named Alice: SUB-Alice-Roofing**

## 3. Real Estate Developers

* **Target Affiliates: New property developers, urban planners, and design-build firms.**

**Pitch:**

* + **"Maximize your project value and tax savings! OURTREE provides services that boost development appeal while helping you identify tax harvesting opportunities. Partner with us to grow and save!"**
* **Tracking Code Example: DEV-DeveloperName-Project** 
  + **E.g., for Blue Sky Development: DEV-BlueSky-Midrise**

## 4. Homeowners and Energy Efficiency Specialists

* **Target Affiliates: Home improvement consultants, energy auditors, and homeowners investing in energy-efficient upgrades.**
* **Pitch:** 
  + **"Make energy savings easy! Promote OURTREE’s eco-friendly solutions to your clients and earn referral bonuses for every successful project."**
* **Tracking Code Example: EE-SpecialistName-Region** 
  + **E.g., for a consultant in Bellevue: EE-MGreen-Bellevue**

## 5. EB-5 Investors

* **Target Affiliates: Immigration attorneys, global business consultants, and international investment firms.**
* **Pitch:** 
  + **"Join a compliant EB-5 investment opportunity! OURTREE projects align with EB-5 requirements, offering attractive returns and immigration benefits. Refer clients and earn bonuses."**
* **Tracking Code Example: EB5-AffiliateName-Country** 
  + **E.g., for an attorney in Dubai: EB5-LegalDubai-UAE**

# 3. Affiliate Onboarding Process

## **A**pplication Submissi**on:**

* + **Direct affiliates to the sign-up page:** [**https://www.ourtree.today/affiliate-partners**](https://www.ourtree.today/affiliate-partners)**.**
  + **Ensure the submission includes:** 
    - **Valid business license.**
    - **EIN (Employer Identification Number).**
    - **Contact information (email, phone, and address).**

## Agreement Completion:

* + **Send the Affiliate Agreement to the applicant for review and signature.**
  + **Verify receipt within 7 business days.**

1. **Tracking Code Assignment:**
   * **Generate a unique tracking code specific to the affiliate and their segment.**
   * **Distribute the code along with instructions on how to use it.**
2. **Onboarding Kit Distribution:**
   * **Provide branded flyers, email templates, and social media graphics tailored to their market segment.**
   * **Include a step-by-step guide for using the affiliate program and tracking codes.**
3. **Training:**
   * **Host a 30-minute virtual session covering the program’s benefits, tools, and best practices for promotion.**

## 4. Marketing and Promotions

### Facebook Campaigns

* **Share tailored pitches in community groups:** 
  + ***Real Estate Agents:* “List smarter, not harder! OURTREE boosts your property’s appeal with top-tier custom installations. Sign up:** [**https://www.ourtree.today/affiliate-partners**](https://www.ourtree.today/affiliate-partners)**.”**
  + ***Subcontractors:* “Earn more while you work! Partner with OURTREE for steady jobs and referral bonuses. Learn more:** [**https://www.ourtree.today/affiliate-partners**](https://www.ourtree.today/affiliate-partners)**.”**

### Email Marketing

* **Segment emails by market type and distribute bi-weekly updates on program features, tips, and success stories.**

### Website Enhancements

* **Keep the affiliate page updated with FAQs, tracking instructions, and downloadable resources.**

**5.** Affiliate Management and Support

### Performance Tracking:

* + **Use internal software to monitor tracking code usage, revenue generated, and affiliate performance.**
  + **Share monthly performance reports with top affiliates to incentivize continued engagement.**

### Commission Payouts:

* + **Calculate monthly earnings for affiliates.**
  + **Process payments via Gusto or a similar payroll platform.**
  + **Notify affiliates of successful payouts via email.**

### Affiliate Engagement:

* + **Respond to inquiries within one business day.**
  + **Host quarterly webinars to share program updates and new opportunities.**

## 6. Commission Rates and Example Earnings

### Commission Rates:

* **Standard Commission Rate: 6.56% of all referral revenue.**
* **Bonus Structure:** 
  + **7.5% for affiliates generating over $50,000 in annual referrals.**
  + **8.0% for affiliates generating over $100,000 in annual referrals.**

### Example Earnings (1 Year):

* **Affiliate A refers $75,000 in revenue:**
  + **Standard Commission (6.56%): $75,000 x 6.56% = $4,920.**
  + **Bonus Adjustment (7.5% rate): $75,000 x 7.5% = $5,625.**
  + **Total Earnings: $5,625.**
* **Affiliate B refers $120,000 in revenue:**
  + **Standard Commission (6.56%): $120,000 x 6.56% = $7,872.**
  + **Bonus Adjustment (8.0% rate): $120,000 x 8.0% = $9,600.**
  + **Total Earnings: $9,600.**

## 7. Tax Strategies Integration

**For Developers:**

* **Highlight potential savings through tax deductions such as:** 
  + **Depreciation.**
  + **Energy efficiency credits.**
  + **Property tax appeals.**
  + [**Top Tax Strategies for Real Estate Developers**](https://www.paramountpropertytaxappeal.com/blog/top-tax-strategies-real-estate-developers)

## For Homeowners:

* **Educate clients about rebates and credits for energy-efficient home improvements:** 
  + [**Energy Efficient Home Improvement Credits**](https://www.bing.com/ck/a?!&&p=9440189d560ae1f66150af0bd946641843f6bbe775f7a9ca5fcc876065837691&ntb=1)

## 8. EB-5 Investor Outreach

1. **Develop Resources:**
   * **Create promotional materials highlighting EB-5 benefits.**
   * **Reference:** [**USCIS EB-5 Program**](https://www.uscis.gov/working-in-the-united-states/permanent-workers/eb-5-immigrant-investor-program)**.**
2. **Collaborate with Experts:**
   * **Work with immigration attorneys and global consultants to structure compliant projects.**
3. **International Campaigns:**
   * **Use email and webinar outreach to attract overseas investors.**

**9.** Evaluation and Continuous Improvement

1. **Metrics to Track:**
   * **Number of active affiliates by segment.**
   * **Revenue generated per segment.**
   * **Affiliate satisfaction scores.**
2. **Feedback and Adjustments:**
   * **Gather input from affiliates quarterly.**
   * **Update onboarding materials and promotional strategies based on feedback.**

## 10. EB-5 Visa Overview

**The EB-5 Immigrant Investor Program was created by Congress in 1990 to stimulate the U.S. economy through job creation and capital investment by foreign investors. Key features include:**

* **Investment Types:**
  + **Investors must invest in a new commercial enterprise established after Nov. 29, 1990, or restructure/expand an existing business to create at least a 40% increase in net worth or employees.**
* **Eligible Business Structures:**
  + **Sole proprietorships, partnerships, holding companies, joint ventures, corporations, business trusts, limited liability companies, or other for-profit entities.**
* **Regional Centers:**
  + **Investors may qualify through USCIS-designated regional centers promoting economic growth.**
* **Legislation Update:**
  + **On March 15, 2022, President Biden signed the EB-5 Reform and Integrity Act, reauthorizing the program through Sept. 30, 2027, and establishing stricter requirements.**

**For more details, see** [**USCIS EB-5 Policy Manual**](https://www.uscis.gov/policy-manual/volume-6-part-g)**.**

# **Market Segment DealsOURTREE LLC Affiliate Market Sector Pitches**

## 1. Architects

**Pitch:  
Collaborate with OURTREE LLC to bring your designs to life with precision and excellence. As an architect, you’ll receive a 50/50 split on net profit for every project referred, ensuring your creative contributions are financially rewarded.  
Example Deal:**

* **A $50,000 net profit project earns you $25,000.**
* **A $150,000 net profit project means $75,000 in your pocket.**

**Benefits:**

* **Access to a streamlined collaboration platform for real-time project updates.**
* **Showcase your architectural designs with a trusted general contractor.**
* **Enhanced revenue potential with large-scale projects.**

## 2. Engineers

**Pitch:  
Partner with OURTREE LLC to transform your engineering expertise into profitable collaborations. Earn a 50/50 split on net profit for every referred project while working with a reliable general contractor.  
Example Deal:**

* **A $40,000 net profit project gives you $20,000.**
* **On a $100,000 net profit project, you’ll earn $50,000.**

**Benefits:**

* **Leverage your engineering skills for joint projects.**
* **Collaborate on innovative, sustainable solutions.**
* **Gain financial rewards for referrals and project oversight.**

## 3. Real Estate Agents

**Pitch:  
Enhance your listings and profitability with OURTREE LLC. For every referred project, you’ll earn a 6.56% share of the total revenue, giving you consistent earnings while boosting your client satisfaction.  
Example Deal:**

* **Referring $50,000 in revenue earns you $3,280.**
* **For $100,000 in revenue, you’ll earn $6,560.**

**Benefits:**

* **Help clients increase property appeal with high-quality installations.**
* **Access promotional materials for seamless client communication.**
* **Strengthen your real estate portfolio with top-tier partners.**

## 4. Subcontractors and Tradespeople

**Pitch:  
Grow your income by partnering with OURTREE LLC. Refer projects to us and receive a 6.56% share of the total revenue for every successful project. Your expertise and network can become a steady revenue stream.  
Example Deal:**

* **A $75,000 project generates $4,920 for you.**
* **Referring $120,000 in revenue earns you $7,872.**

**Benefits:**

* **Gain access to steady project opportunities.**
* **Strengthen your client relationships with trusted partnerships.**
* **Residual income potential from ongoing referrals.**

## 5. Real Estate Developers

**Pitch:  
Increase your project’s value by working with OURTREE LLC. For every project referred, earn a 6.56% share of total revenue, creating a profitable partnership while ensuring top-quality execution.  
Example Deal:**

* **Referring $150,000 in revenue earns you $9,840.**
* **A $400,000 project brings you $26,240.**

**Benefits:**

* **Identify tax-saving opportunities with development projects.**
* **Enhance project ROI with tailored solutions.**
* **Build a competitive edge in real estate markets.**

## 6. Homeowners and Energy Efficiency Specialists

**Pitch:  
Help your clients achieve their energy efficiency goals while earning with OURTREE LLC. Earn a 6.56% share of revenue for every referred project, making sustainability a profitable venture.  
Example Deal:**

* **A $40,000 energy efficiency upgrade earns you $2,624.**
* **Referring $80,000 in revenue brings you $5,248.**

**Benefits:**

* **Empower clients with sustainable home solutions.**
* **Align with green building practices.**
* **Earn recognition for promoting energy-efficient projects.**

## 7. EB-5 Investors and Immigration Consultants

**Pitch:  
Offer your clients high-quality, EB-5 compliant investment opportunities by partnering with OURTREE LLC. Earn a 6.56% share of revenue for every project referred while meeting immigration and investment goals.  
Example Deal:**

* **A $300,000 project earns you $19,680.**
* **Referring $1,000,000 in revenue nets you $65,600.**

**Benefits:**

* **Provide clients with attractive, compliant investment opportunities.**
* **Gain access to detailed project performance reports.**
* **Strengthen global partnerships with OURTREE’s support.**

## 8. Retailers of Construction Tools and Materials

**Pitch:  
Expand your business revenue by partnering with OURTREE LLC. Refer customers for contracting services and receive a 6.56% share of revenue for every successful referral.  
Example Deal:**

* **A $25,000 referral earns you $1,640.**
* **Referring $75,000 in revenue generates $4,920.**

**Benefits:**

* **Add value to your offerings with OURTREE’s contracting services.**
* **Increase customer satisfaction with top-quality solutions.**
* **Earn consistent income with minimal effort.**

## 9. Social Media Influencers in Construction and Real Estate

**Pitch:  
Turn your audience into a source of income with OURTREE LLC. For every referral, you’ll earn a 6.56% share of revenue, giving you a lucrative way to monetize your influence.  
Example Deal:**

* **A $20,000 project earns you $1,312.**
* **Referring $60,000 in revenue earns you $3,936.**

**Benefits:**

* **Exclusive affiliate materials to share with your audience.**
* **Monetize your content with trusted contracting solutions.**
* **Build credibility by associating with a reliable brand.**

## 10. Community Associations and Property Managers

**Pitch:  
Support your community’s property value while earning with OURTREE LLC. Refer projects to us and earn a 6.56% share of revenue, turning your connections into profits.  
Example Deal:**

* **A $30,000 project earns your association $1,968.**
* **Referring $90,000 in revenue generates $5,904.**

**Benefits:**

* **Enhance community property values with professional services.**
* **Fund association initiatives with referral earnings.**
* **Provide trusted resources to residents and tenants.**

## 11. Civil Engineers and Urban Planners

**Pitch:  
Collaborate with OURTREE LLC to deliver impactful urban development projects. Earn a 50/50 split on net profit for every successful project referred, ensuring your expertise is well-compensated.  
Example Deal:**

* **A $60,000 net profit project earns you $30,000.**
* **A $150,000 net profit project brings you $75,000.**

**Benefits:**

* **Tackle complex projects with OURTREE’s support.**
* **Access tools and resources for optimized development.**
* **Achieve financial and professional growth.**

# **Affiliate Registration**

## **S**tep 1: Affiliate Registration

1. **Direct affiliates to the sign-up page:** [**https://www.ourtree.today/affiliate-partners**](https://www.ourtree.today/affiliate-partners)**.**
2. **Require the following:**
   * **Valid business license.**
   * **EIN (Employer Identification Number).**
   * **Contact information (email, phone, address).**
   * **Signed Affiliate Agreement.**
3. **Review application within 7 business days and notify the affiliate of approval status.**

## Step 2: Onboarding Subcontractors

1. **Affiliates recruit subcontractors and provide their information to OURTREE LLC.**
2. **Generate a unique coupon code for each subcontractor, linked to the affiliate.**
   * **Example: MLWJDO2025.**
3. **Provide subcontractors with training and support as needed.**

## Step 3: Distributing Coupon Codes to Customers

1. **Affiliates and subcontractors distribute their unique codes to customers.**
2. **Customers apply the coupon codes when booking services or purchasing products.**
3. **System tracks:**
   * **Affiliate ID.**
   * **Subcontractor ID.**
   * **Sale amount.**

## Step 4: Tracking and Ledger Management

1. **The system logs each transaction with:**
   * **Date of sale.**
   * **Coupon code used.**
   * **Affiliate, subcontractor, and customer details.**
   * **Sale amount.**
   * **Commission calculations.**
2. **Generate monthly performance reports for affiliates and subcontractors.**

## Step 5: Commission Payments

1. **Affiliates earn:**
   * **1% commission for subcontractor onboarding.**
   * **6.56% of referral revenue from sales.**
2. **Payments processed via Gusto within 30 days of the end of each month.**
3. **Notify affiliates and subcontractors of successful payouts via email.**

## 4. Confidentiality Notice

**This Affiliate Program and its associated processes, including coupon code structures, commission rates, and marketing strategies, are proprietary to OURTREE LLC. Unauthorized disclosure or duplication is strictly prohibited and will result in immediate termination of participation in the program and potential legal actio**

# **OURTREE LLC Affiliate Partner Program Agreement**

Program Agreement

Responsibilities of the Parties

## OURTREE LLC Responsibilities:

1. Provide Affiliates with a unique affiliate code or referral tracking method.
2. Pay Affiliates a commission of 6.56% on the total value of bookings or sales made through referrals.
3. Pay Affiliates a commission of 1% for all subcontractors successfully signed up that generate revenue, based on their sales.
4. Supply marketing materials and ongoing support to help Affiliates succeed in their efforts.
5. Maintain accurate and transparent payment processes via Gusto or other approved platforms.

## Affiliate Responsibilities:

1. Promote OURTREE LLC products and services ethically and in accordance with Company-provided marketing guidelines.
2. Avoid false advertising, misleading claims, or any practices that harm the Company’s reputation.
3. Submit accurate and complete payment information for timely commission payouts.
4. Maintain a valid business license and EIN throughout the duration of the partnership.
5. Actively onboard subcontractors to expand the network, earning a 1% commission on every subcontractor successfully onboarded.

## Term and Termination

1. This Agreement remains in effect until terminated by either party.
2. Either party may terminate the Agreement at any time with a 14-day written notice.
3. If terminated, the Affiliate will only be entitled to commissions for referrals made prior to the termination date.

## Confidentiality and Non-Disclosure Agreement

The Affiliate agrees to keep all proprietary and confidential information, including but not limited to business structures, operations, commission structures, marketing strategies, and referral processes, strictly confidential during and after the term of this Agreement. The Affiliate shall not disclose such information to any third party without prior written consent from OURTREE LLC.

## Non-Compete Agreement

In accordance with Washington State law, the Affiliate agrees not to directly or indirectly engage in any business that competes with OURTREE LLC’s products or services within a 50-mile radius of any location where OURTREE LLC operates for a period of one year after the termination of this Agreement.

## Governing Law

This Agreement shall be governed by and construed in accordance with the laws of the State of Washington, with jurisdiction in King County.

## Mandatory Arbitration

Any disputes arising under this Agreement shall be resolved through mandatory arbitration, with the costs of arbitration to be paid by the party bringing the suit. Arbitration shall take place in King County, Washington, and shall be conducted in accordance with the rules of the American Arbitration Association.

## Acknowledgment and Acceptance

By signing below, you acknowledge that you have read, understood, and agree to the terms outlined in this Agreement. The date of signing shall also be included below.

Affiliate Printed Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Affiliate Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

OURTREE LLC Representative Printed Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ OURTREE LLC Representative Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

By following this SOP and Agreement, OURTREE LLC can efficiently implement and manage a scalable affiliate program while maintaining confidentiality and delivering value to all stakeholders.